

## ORDER



**Orders**  
**Order / Rev:** 721419  
**Alt Order #:** 06367905  
**Product Desc:** CONG LEADERSHIP FUND  
**Estimate:** 3347  
**Flight Dates:** 10/19/12 - 10/25/12  
**Original Date / Rev:** 10/10/12 / 10/24/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congressional Leadership Fund  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	72	\$136,775.00	\$116,258.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	72	\$136,775.00	\$116,258.75	0.00
<b>Totals</b>	<b>72</b>	<b>\$136,775.00</b>	<b>\$116,258.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	2	\$2,800.00	P-5	0.00	NM	2	\$5,600.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$2,800.00		0.00						
E 2	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$1,000.00		0.00						
E 3	WKYC	10/19/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$375.00		0.00						
E 4	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$1,200.00		0.00						
E 5	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	2	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$2,000.00		0.00						

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Advertiser: Congressional Leadership Fund  
 Product Desc: CONG LEADERSHIP FUND  
 Estimate: 3347  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	3	\$2,500.00	P-5	0.00	NM	3	\$7,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					3	\$2,500.00		0.00			
E 7	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$2,800.00	P-5	0.00	NM	2	\$5,600.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$2,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		Tonight Show		1135p-1237a	M-----	:30		<del>(\$2,800.00)</del>		0.00	NM		
See MG 7.3 [NA/Oversold]															
3	NKYC	10/23/12-10/23/12		Tue Prime C		10-11p	-T-----	:30		\$2,800.00		0.00	NM		
Ⓜ MG for 7.1 10/22															
E 8	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$1,000.00		0.00			
E 9	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$375.00		0.00			
E 10	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$1,200.00		0.00			
E 11	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	2	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$2,000.00		0.00			
E 12	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$2,500.00	P-5	0.00	NM	3	\$7,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					3	\$2,500.00		0.00			
E 13	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$3,000.00		0.00			
E 14	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$3,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/15/12-10/21/12		Sat 6-630p		6-630p	-----Sa--	:30		<del>(\$3,800.00)</del>		0.00	NM		
See MG 14.2 [Prgm Change]															
2	NKYC	10/22/12-10/25/12		M-F 7-730p		7-730p	MTWTh----	:30		\$3,800.00		0.00	NM		
Ⓜ MG for 14.1 10/20															
E 15	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 10/19/12 - 10/25/12

Advertiser: Congressional Leadership Fund  
 Product Desc: CONG LEADERSHIP FUND  
 Estimate: 3347  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$2,500.00		0.00						
E 16	WKYC	10/20/12	10/20/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
CASH EXPLOSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$1,200.00		0.00						
E 17	WKYC	10/21/12	10/21/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
BROWNS HUDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
E 18	WKYC	10/21/12	10/21/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$4,500.00	P-5	0.00	NM	1	\$4,500.00
CH 3 NWS FOLO FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$4,500.00		0.00						
E 19	WKYC	10/21/12	10/21/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$2,000.00		0.00						
E 20	WKYC	10/21/12	10/21/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
CH 3 NWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
E 21	WKYC	10/21/12	10/21/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$3,800.00		0.00						
E 22	WKYC	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	2	\$2,800.00	P-5	0.00	NM	4	\$8,400.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$2,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WKYC	10/22/12-10/28/12		Tonight Show	1135p-1237a		---Th----	:30	<del>(\$2,800.00)</del>	0.00	NM				
See MG 22.3,22.4,22.5															
[NA/Oversold]															
3	WKYC	10/25/12-10/25/12		M-F 6-7a	6a-7a		---Th----	:30	\$2,200.00	0.00	NM				
Ⓜ MG for 28.1,22.2															
4	WKYC	10/25/12-10/25/12		M-F 7-9a Today	7a-9a		---Th----	:30	\$2,200.00	0.00	NM				
Ⓜ MG for 28.1,22.2															
5	WKYC	10/25/12-10/25/12		M-F 5-6a	5a-6a		---Th----	:30	\$1,200.00	0.00	NM				
Ⓜ MG for 28.1,22.2															
E 23	WKYC	10/25/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	2	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$1,000.00		0.00						
E 24	WKYC	10/25/12	10/25/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$375.00		0.00						
E 25	WKYC	10/25/12	10/25/12		CM	5a-6a	---T---	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00



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Advertiser: Congressional Leadership Fund  
 Product Desc: CONG LEADERSHIP FUND  
 Estimate: 3347

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	WKYC	10/24/12	10/24/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$375.00	P-5	0.00	NM	1	\$375.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$375.00		0.00						
E 37	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	2	\$1,200.00	P-5	0.00	NM	2	\$2,400.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	2		\$1,200.00		0.00						
E 38	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	2	\$2,000.00	P-5	0.00	NM	2	\$4,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	2		\$2,000.00		0.00						
E 39	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	3	\$2,500.00	P-5	0.00	NM	3	\$7,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	3		\$2,500.00		0.00						
													Totals	72	\$136,775.00